

English version

Name

Organizing the international sport event in the sport boccia

Aims of the dissertation

Propose the real concept to organize World Boccia Championship in the Czech Republic. Further knowledge about the sport Boccia and the significance of organizing this event in the Czech Republic.

Methods

In this dissertation work was used SWOT analyze. Descriptive analyze and interview were used to elaborate World and European Championship in the Portugal in 2002 and 2005.

Results

Creation of the real concept of the World Boccia Championship in Brno in the Czech Republic, on the period of May or June. There are supposed a brute budget and cooperation procedures, which are necessary to organize this event. Project of the propagation and communication strategy.

Key words

Management, marketing, SWOT analyze, descriptive analyze, planning, organizing, sponsorship, boccia.